

Chapter 9 “Identifying Client Business Problems and Requirements” Quiz

1. What is the difference between an active need and a dormant need?

A dormant need supports the business strategy and specific initiatives, but clients have yet to see how the need can be met. An active need supports the business strategy and is explored to support an initiative. The Solution Advisor tries to turn dormant needs into active needs.

2. What type of need causes a client to follow through on a plan or business initiative?

- a. Dormant need
- b. Specific need
- c. Active need
- d. Personal need

3. True/ False

Clients prefer and accept only those technology offerings that fulfill their immediate business needs and objectives.

4. Name 2 integration capabilities.

Business Modeling
Process Transformation
Application and Information Integration
Access
Collaboration
Business Process Management

5. Name 2 infrastructure management capability.

Availability
Security
Optimization
Provisioning
Infrastructure orchestration
Business service management
Resource virtualization

6. Which of these is not true about issue-based sales?

- a. Issue-based sales are not based on identifying a client need.
- b. An issue-based sale can establish the size of the gap in business performance.
- c. Issue-based sales have more extensive sales cycles with multiple stakeholders, buyers, and salespeople.
- d. An issue-based sale can identify a gap in business performance.